

TRAVIS DUNCAN

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PROFESSIONAL EXPERIENCE

UNION PACIFIC, Omaha, NE

June 2008 – Present

Senior Director - Customer Experience - IT (December 2017 – Present)

- Establish strategy and lead execution of Customer Experience (CX) related digital transformation initiatives focused on modernizing our digital customer journey via an omnichannel delivery approach
- Manage the strategy, deliverables, budget, resources, and performance for an organization responsible for:
 - Customer Experience (**CX**): Team of Senior UI Developers, matrixed User Experience (UX) practitioners, Architect, and Analyst with responsibility for the organization's digital customer journey, including: developing digital customer experience strategy, establishing and maintaining the omni-channel delivery platform (API, web, mobile, voice, and chat) and framework (portal)
 - Customer Relationship Management (**CRM**): Team of Senior Application Developers with responsibility for building, maintaining, and supporting the company's customer relationship management system, issue resolution system, and customer satisfaction process
 - Shipment Management: Team of Business Analysts, Senior Application Developers, and Contractors responsible for the development of systems used by customers to track, manage, and be notified of the status of their shipments
 - Innovative Research & Development: An **R&D** ("Shipt") team responsible for proving out new technology that will enable our organization to leap frog the competition in various areas of our digital customer journey, including the creation of an Amazon Echo / Alexa skill to enable customers to interact with Union Pacific via voice assistant
- Participate in enterprise wide strategic initiatives, including serving on the leadership team for a Center of Excellence (CoE) to set vision and strategy for Customer Experience across the entire customer journey, with specific responsibility related to the digital technology and tools needed to transform the organization and build an engaging digital platform
- Establish a cross-functional Customer Experience (CX) Alliance team composed of Customer and User Experience-focused professionals across Marketing & Sales and IT with responsibility over governance, design language definition, and web standards for our customer facing website
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Oracle (Siebel) CRM, Oracle Databases, Teradata

Senior Manager – Customer Experience - IT (July 2014 – December 2017)

- Planned, received funding, and conducted program management for a \$3.6 million-dollar project to improve the customer web / digital experience
- Led program to eliminate six legacy applications by consolidating into a single shipment management system, reducing IT maintenance and support costs and enhancing the customer shipping experience
- Initiated, managed, and implemented multi-million-dollar projects to integrate, streamline and improve the customer web experience, including:
 - Streamlined the online portal through which customers manage (plan, ship, trace, and pay) their shipments by moving to a responsive, mobile-friendly website built on modern web technologies
 - Enhanced notifications, web analytics framework, and self-service support functionality
 - Improved account security, including registration, account management, and access control
- Served on committee to establish team and enterprise standards around agile software development and adopted the approach as part of the first wave of a departmental-wide agile transformation initiative
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Liferay Portal, Oracle Databases, Teradata

Manager / Lead – Portal and User Interface Technologies – IT (January 2010 – July 2014)

- Planned for, delegated, oversaw, and ensured the quality of all deliverables for employee-facing portal, growing the team from two members to a diverse team of 18
- Created a single unified enterprise portal strategy with delegated ownership and governance driven by clearly defined roles and responsibilities
- Created and implemented migration plan to move away from legacy portal platform, which resulted in the consolidation of three web portals into a single unified Liferay platform, allowing for the retirement of two legacy portal platforms (Oracle and TIBCO) with 2+ million monthly views
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Portals (Liferay, Tibco, Oracle), Apache Wicket

Engineer - User Experience / Usability Specialist (June 2008 – January 2010)

- Conducted usability tests, card sorts, contextual inquiries and other user-centered design activities to improve usability and consistency of internal web applications
- Established and chaired a cross-functional committee to set and enforce interface standards and ensure consistency (User Interface Standards Lead)
- Created comprehensive self-service documentation (User Interface Guide) for the web, which included: user interface and terminology standards, design patterns, design principles, best practice articles

CONSULTING

ABIDE OMAHA – Pro Bono Consultant, Omaha, NE (January - February 2018)

- Conducted literature reviews, records reviews, interviews and leveraged key strategic frameworks (VRIO, Goal Setting Theory, Balanced Scorecards) to assess organizational effectiveness.
- Developed a plan and roadmap to grow Abide into a \$5 million community organization, focusing on the organization's internal growth capacity, funding, structure, staffing, job structure, processes, and strategic plan

NATIONAL STRATEGIC RESEARCH INSTITUTE – Paid Consultant, Omaha, NE (August - November 2017)

- Worked with a team of MBA students from the University of Nebraska-Omaha in partnership with the National Strategic Research Institute to analyze a service that would give businesses the opportunity to test high-risk, strategic business decisions in a simulated but realistic environment and produced a market viability report and presentation for bringing the service to market

EDUCATION

- Master of Business Administration, University of Nebraska in Omaha, Omaha, NE
- Bachelor of Science in Business and Management Systems, Missouri S&T, Rolla, MO
- Bachelor of Science Information Science and Technology, Missouri S&T, Rolla, MO

SKILLS

Project Management

- IT Strategy
- Program & Project Management
- Project Planning & Estimating
- Budget Forecasting & Management
- Agile Development
- Scrum Master

User Experience

- Customer Journey Mapping
- Heuristic Evaluations
- Mockup & Prototype Creation
- Card Sorting
- Usability Testing

Tools & Technology

- Adobe Creative Suite
- HTML
- CSS
- JavaScript
- SQL

WEB RESOURCES

Personal Website: <http://livelifedigital.com>

GitHub Projects: <https://github.com/trav2003>